

# **ReTRAC Depressed Trainway Project Public Information Program Request for Proposals**

The City of Reno is soliciting proposals for a public information campaign in connection with its Transportation Rail Access Corridor (ReTRAC) project. The project will depress approximately 2.25 miles of the Union Pacific Railroad mainline through downtown Reno and thereby improve vehicle and pedestrian circulation by incorporation of eleven grade separated street crossings. Overall enhancement of the quality of life and an infusion of tourism and improvement in the general economic climate are also long term benefits to be gained.

**SCOPE-** The City requests proposals that outline in some detail a comprehensive public information campaign which presents the facts associated with the Project. The City is particularly interested in creating public understanding as to how the Project will look, how it will improve public safety, how business disruption will be prevented and how it will be paid for. The overriding goal is to reach the maximum number of citizens with an effective message regarding the ReTRAC Project. The City will be judging the proposals not only on the basis of the contextual framework proposed but also will be looking for innovative ways of disseminating the information to the public and maximum use of electronic media. The program is to be initiated no later than October of 2002. Proposers should indicate the duration over which they would plan to provide the services requested.

The budget for the public information program described is set at \$100,000.

Proposals are due by 5:00 pm on August 23, 2002. Staff will evaluate the proposals and make a recommendation for award of the public information services contract to the City Council at the meeting scheduled for September 3, 2002.

Proposals should be in sealed envelopes marked 'PUBLIC INFORMATION PROPOSAL' and delivered to:

**John Sparnicht, P.E.  
ReTRAC Manager  
190 E. Liberty St.  
Reno, NV 89501**